

SPONSORSHIP PROSPECTUS

# WordCamp Port Macquarie

OCTOBER 5-6 2019





# WHAT IS WordCamp?

WordCamp is a low-cost technology conference for the free and open-source web publishing software WordPress - a platform that powers over 75 million sites on the internet.

The conference is a volunteer-organised, educational event which reflects the interests and expertise of the local community.

Since its inception in 2006, over 950 conferences have been held across 65 countries.

Everyone is welcome at WordCamp, and there's always a mix of developers, designers, business owners, marketers, and students who attend.

Because the goal is inclusivity for all regardless of age, race, religion, gender, sexual orientation, income, or disability, the event's ticket prices are heavily subsidised thanks to sponsorship.

Feel good knowing that, along with the brand awareness that comes with sponsorship, you'll be directly assisting a local community gain new knowledge, learn new skills, and make connections with like-minded people.





## ABOUT Port Macquarie

This beautiful coastal destination is one of New South Wales' largest regional cities. It's also very popular with holiday goers thanks to its river-front location, easy access to 17-beaches, lush hinterland, diverse attractions, and a temperate climate.

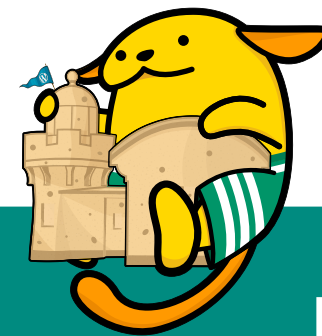
Tourism aside, Port Macquarie is the hub for a [diverse range of businesses, professions and people](#), as well as a growing student body thanks to the state-of-the-art [Charles Sturt University campus](#).

Port Macquarie is a four hour drive north of Sydney (384km) and six hours south of Brisbane (542km).

There's direct flights to and from most major capital cities, and it's also accessible via train or bus (or boat, if that's your thing).







## ABOUT

# WordCamp Port Macquarie

The two-day event will take place during the Labour Day long weekend, on October 5 and 6 2019, and be held at the Charles Sturt University campus.

WordCamp Port Macquarie will include two speakers tracks with 20+ volunteer speakers across two days, and an afterparty event on the Saturday night for networking.

Along with imbuing WordCamp with the spirit of Port Macquarie, two underlying themes will permeate the event: sustainability and mental/physical health.

Where possible, we are sourcing vendors that integrate sustainable business practices (sponsors are encouraged to participate), and between talks attendees can take part in our Health track.

Holding the event on a long weekend gives attendees travelling longer distances a rest day before returning to work, and provides travellers the opportunity of extending their trip and enjoying a working holiday.



## WHY SPONSOR

# WordCamp Port Macquarie?

WordCamp Port Macquarie marks the first regional WordCamp to be held in Australia and offers a number of unique benefits for national/international sponsors, as well as providing local sponsors a new marketing channel. Because it's Port Macquarie's inaugural 'Camp, there aren't previous attendee figures to share, but what we do know is:

- The [WordPress Port Macquarie](#) monthly meetup is successfully into its third year. The meetup group has 125+ members, and the last 12 months has averaged 13 attendees (min: 9, max: 18). We've had members travel 80km to attend the meetup.
- The majority of attendees to the WordPress Port Macquarie meetup are from small and micro businesses actively looking at how WordPress can be better utilised to assist them. The remaining segments include freelancers, students, and entrepreneurs looking to start a new business or grow their skillset.
- The target area for regional attendees extends up to Coffs Harbour (153km) and Grafton (238km), down to Taree (81km) and Newcastle (243km), and out to Tamworth (271km) and Armidale (246km).
- People living in regional areas don't often get access to affordable tech conferences in their own backyard, and WordCamp Port Macquarie will help fill that gap.
- A ticket to WordCamp Port Macquarie will be sold at \$55, making it affordable and helping to ensure the event is accessible to more people.
- WordCamp Port Macquarie offers national and international sponsors access to a market where the majority hasn't been previously exposed to the greater WordPress community.
- As part of our venue sponsorship arrangement with Charles Sturt University, students of the university are able to freely attend the event.



# GUIDE TO Sponsorship

	Small Business	Bronze	Silver	Gold, Coffee, After Party
Price	\$500	\$1000	\$2000	\$3000
Included Tickets	1	1	2	3
Seats at the Speaker's Dinner		1	2	3
Company Name, Description, and Logo on Website	✓	✓	✓	✓
Blog Post thanking sponsors before the event	✓	✓	✓	✓
Thanks in pre-event and post-event emails	✓	✓	✓	✓
Logo on slides projected between sessions	Smallest	Small	Medium	Large
Individual Social Media post thanking sponsor		Shared Post	Shared Post	Dedicated Post
Exhibition space to showcase company		Half Table	1 Table 1 Banner	2 Tables 2 Banners
Individual Blog Post about Sponsor			✓	✓
Logo on Presentation Schedule Signage at Venue				✓





## SPONSOR

# Code of Conduct, Privacy and Data Collection

All sponsors of WordCamp Port Macquarie are expected to abide by the [Code of Conduct](#) and [Official WordCamp Sponsorship guidelines](#).

For privacy, WordCamp Port Macquarie will not supply the sponsor with any attendee details, other than publicly accessible attendance data (email addresses aren't included).

Sponsors may ask attendees for contact details to follow up, as long as attendees are not pressured to provide them.

Please remember, WordCamps are community-run events and the focus is not commercial. WordCamps are about learning and networking. Sponsors are invited to showcase their companies, provide factual information, and meet and talk directly to attendees.



# TERMS OF Sponsorship

The following terms are some of the basic guidelines, and cover common questions asked, or are commonly misunderstood.

1. Payment: Sponsors will not be promoted by WordCamp Port Macquarie prior to receiving payment
2. Sponsor Tickets are:
  - a. For Sponsor Representatives only, they're not to be used as giveaways.
  - a. Must be claimed prior to the event - we'll supply you a link which lets you "purchase" \$0 individually named tickets which will be then used to create the event badges. Note: emailing a list of representatives in attendance the night before is not enough to have a printed badge.
  - a. If you wish to purchase additional tickets above the included allowances, please either let us know before we invoice you or after purchasing them directly so we can mark them with the appropriate Sponsor markings.
3. Sponsors do not get speaking rights. Sponsors are encouraged to have their team apply to be a speaker however and they'll be treated the same as every other speaker, with no preferential treatment given.
4. WordCamp Port Macquarie reserves the right to ask sponsors to cease any activity which we feel is against the Code of Conduct, Terms of Sponsorship, or our expectations of sponsors at any point in time.
5. These terms are simply the most misunderstood of the Sponsorship Guidelines, please ensure you (and your representatives) read the [official WordCamp sponsorship guidelines here](#).





## ORDER A

# Sponsorship Package

Thank you for considering sponsoring the inaugural WordCamp Port Macquarie!

To book your sponsorship, head to our [Sponsor Contact form](#).

You might also consider having an employee apply as a speaker.

Please don't forget to tell your employees and customers about WordCamp Port Macquarie. At only \$55 a ticket, it's a steal.

## WORDCAMP PORT MACQUARIE ORGANISERS

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